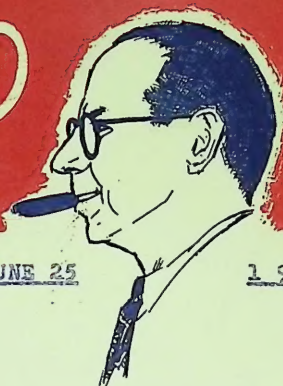


Ballyhoo



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"TO BE OR NOT TO BE"

The famous soliloquy from Hamlet is still one of my favourite rhythmic philosophies ... although, believe me, it wasn't in those days, long gone by, when I had to commit it to memory as part of my High School curriculum.

I like to play around with the words, and see what comes up ... Instead of "To Be" ... I substitute "To Have" ... or "To Give" ... or "To Take" ... or even, "To Do" ...

Sounds screwy? ... perhaps, but let's see what we can come up with ... Instead of a statement of fact, let us pose it as a question and see what happens ...

"To Have or Not to Have" ... what? ... Well, to have or not to have the courage of our honest convictions ... The will to strive towards bigger and better things ... The steam, the zeal, the burning desire to create ... to accomplish.

"To Do or Not to Do" ... what? ... That's easy. Just a little bit more than we think we're paid for ...

A little more than we know is expected of us ... A lot more than we expect from somebody else.

"To Give or Not to Give" ... what? ... Well, sympathy and understanding to our employees ... Complete loyalty, trust and affection to our employers and our associates ... The cumulative results of our many years of experience, to the job at hand.

"To take or Not to Take" ... let's see ... Credit for our own work, not someone else's ... Advantage of every opportunity to further our company's welfare, and in that way, our family's and our own ... Our fair share of the responsibility we have been invested with by the boss man ...

Almost like a game isn't it? ... So, "To Be or Not to Be" ... What ... When ... How ...? Write your own words, and I'll bet you'll come up with the same answers I have.

D.E.K.

IT AIN'T FUNNY MAGEE

On the front page of the Motion Picture Daily under date of June 14th appears the following story over the signature of Sherwin Kane ... See what you get out of it ...

"Neighbour of ours, who up to a few years ago went to the movies several times a week, tore himself away from his television set recently and with his wife made a return visit to the neighbourhood theatre ... Granted he could be exaggerating, or merely kidding us (and certainly the experience of him and his wife, if truly described, is not typical) ... Nevertheless, this is what he said happened ...

They were taken aback by the admission price, which seemed to them to be about double what they used to pay. Strangers to the concession stand, they pressed closer to get a look, only to have a customer turn around quickly, bumping the wife and spilling a soft drink on her. They had the usual climb over the others getting to their seats, followed by later arrivals climbing over them ... The day was warm and the theatre's air conditioning either was not operating, or working unsatisfactorily ... They were uncomfortable in the theatre ...

They arrived in the middle of the picture, and when it ended had no idea what it was about ... At intermission some advertising reels were shown ... a succession of "coming" trailers and a newsreel with a plug for a new film in it. ("And you motion picture people point fingers at TV commercials" he exclaimed) ...

The newsreel also included a clip broadcasting an appeal for a charitable cause, and announcement was made that the theatre displayed receptacles for contributions ...

Then the feature started and the couple agreed that they had a "let down" feeling after catching up with the story somewhere near the middle ... They attributed that mostly to unsatisfied expectations planted by the advertising for the picture.

Our neighbour observed that despite the fact that they found their seats in the theatre comfortable, while they were in them ... that the theatre's attendants were noticeably courteous ... the new wide screen and sound reproduction impressive, and the washrooms spic and span, they will not be in a hurry to return.

There was just one optimistic, and, we hope, significant observation in our neighbour's recital ...

"I did hear about two new pictures on a TV program the other night" he said, "that both of us would like to see if they get out to our neighbourhood before we leave for the country for the summer".

If that theatre can get them back a couple of times more, it will have them re-won, despite the annoyances they encountered on their first visit ...

X.X.X.X.X

That's the end of the story ... Worth a little thought, I'd say.

Ballyhoo

THAT'S WHAT THE MAN SAID

BONANZA

Now I've got a beef from Al Hartshorn ... Seems I forgot to mention the nice story he got himself in the "Exploitorial" column of S.T.R. under date of May 29th ... on the swell job he did on KNIGHTS OF THE ROUND TABLE. Don't know how I missed you Al ... sorry. Might mention at the same time that Mel Jolley and Bob Nelson also rated nice stories on a couple of their stunts in the same issue. Nice going fellows ...

How's that BOB ROY stuff coming? ... I'm not going to give any of you a bit of rest until EVERY ONE OF YOU has his campaign in ... and that means you, Olga ...

Watch your date on HOBSON'S CHOICE, and start planning your campaign ... There's meat in that one ... and a hunk of dough for some of the live-wires in our theatres in Ontario ... I.F.D. has allocated some cash prizes for the winning selling jobs ... and, there's a prize for the winning booker too. Go after it gang ... Incidentally, to narrow the field down, this contest is restricted to Famous Players theatres. More details in our next issue.

TWO WEEKS TO GO ... and then we write "Finis" to our Ballyhoo Bonanza ... Don't sigh so loud ... When the scores are all in ... the prizes awarded to our winning Ballyhoocers ... and you've got your summer vacation under your belts, there'll be news of our next project ... and it should be a Lulu ... Bet you can't wait to hear ...

In the meantime let's concentrate on a bang-up finish to this drive ... All of us, YOU and me ... Get your stuff in fast like, so we can clear our decks for more, bigger, and better ACTION.

"B" FOR "BALLYHOO" DRUM BEATS

Now Olga takes a bite out of me ... seems I forgot to list her among those eligible for that fat, 5000 point bonus offered for consistency during the term of this BONANZA drive ... And she's right ... a quick check shows that she's in there with something every week ... Sorry Olga ... but our omission has now been corrected, and you're in there with the rest of the go-getters now ... Happy?

I haven't caught up on last week's entries yet, and my desk is already piled high with this week's stuff ... and looks good too. Seems that you took me seriously about making this a real Photo finish ... That's what I like to see ... Maybe in our next "do" we'll have a Photo finish every week.

John Heggie is still receiving replies from his managers to the recent S.O.S. they received from him ... His plaintive plea for support in his effort to win the special bookers' prize is paying off ... His managers are back of him 100% ...

And while this is written, Herb Black is enjoying a well-earned vacation, and our pal Patte is getting ready to leave on his. Both lads went over all their bookings with me, and you may be sure they loaded you up with everything that could have even the slightest bearing on your chances of knocking off those extra, and oftentimes elusive points

Remember fellows ... this is a team proposition ... and you and your booker need each other in equal proportions, if you are to deliver the kind of a job both of you and I want to see ... The bookers have gone on record ... How about you?

And by the way ... my assistant editor, Janet is getting just as excited about the outcome of this contest as you guys are ... and is driving me nuts trying to chisel extra points for this, that and the other manager ... with, I might add, varying degrees of success ... Wonder whose side she's on?

Now ... let's get down to the business of reporting your ballyhoo activities covering the second week in June ...

ORPHEUM - 300

During her run of TENNESSEE CHAMP, Olga reports that she received the complete co-operation of the radio stations on both sides of the river ... The sports announcer on WSOO gave CHAMP a terrific build up, with free plugs and spots on his regular sportscast ... Russ Ramsay of C H I C came through with three spots each day of the run.

As you remember, Olga was the Mystery Personality on the "Breakfast at Guffins" show a few months ago ... well, she was invited back to help celebrate the show's first anniversary ... and you can take it from me that the Orpheum, and Olga's coming attraction GASANOVA'S BIG NIGHT cashed in handsomely on the event.

CAPITOL - ST. KITTS

Due to a quick switch in bookings, Vern didn't have much time to promote HONDO ... however, he made sure that it received prominent mention on his daily "Morning Melodies" program ... One of the gents at C K T B has a program each evening at 5.45, called "What's Doing in Town" ... so what? So Vernon sold him a bill of goods, he had visited the Capitol booth, and cut a tape on the history of the movies, with one of the projectionists ... The story started away back in the days of the "flickers" and progressed to present day CinemaScope and other improvements ... stressing, of course that the Capitol was first with sound, and first again with CinemaScope ... This took up seven minutes of air time, and many complimentary comments were received by the management.

This is extremely good Public Relations fellows ... There are a dozen ways in which it can be handled,.. This is still a business of glamour ... SELL IT.

CAPITOL - GALT

Eddie had cards placed in the rear windows of all local Grey Cabs, on his current playing of THE COMMAND.

The local Reporter now has the I SAW deal going ... and apparently they're determined to give it the full treatment ... Entries are coming in by the hundreds, making this one of the most popular features of the daily. Good work Eddie.

And how about some of you other lads latching on to this idea? As of now we have the I SAW deal in Guelph, Oshawa and Galt ... Can we add your name to the growing list?

VICTORY - TIMMINS

Jack apologizes for his "sorry sheaf of material this week" ... and promises big things to come before the end of the current BONANZA ... We sorta miss your stuff Jack ... kinda got used to expecting big things from you fella ... Come on boy ... get on the ball.

In the meantime, as a sort of peace offering Jack sent along scenes on off-theatre pages on FLAME OF CALCUTTA and HELL AND HIGHWATER, as well as a good story on the latter picture on the Community page of his daily.

CAPITOL - SUDBURY

Jeff had an excellent window in Bannon Bros. Furniture store, on HARRY ME AGAIN ... Large, cut-out figures of Marie Wilson and Bob Cummings adorned one of the chesterfields on display.

ALGOMA - SOO

Norm tied in with More's Music Store, using as his theme favourite music of John Wayne ... naturally to promote his showing of HONDO.

C J I C was most co-operative, coming through with an excellent build-up, for free, on the same attraction.

REGENT - OSHAWA

Al's I SAW deal running very, very smoothly ... the paper is so happy with the results that they add fancy little touches themselves, just to dress it up a little ... This week, for instance they ran a cartoon at the top of one of the entries ... Don't forget fellows ... this I SAW thing keeps your name before the public every day in the week ... It's worth going after...

THE COMMAND rated a good scene on an off-theatre page, although Al reports that it's getting a little tough to insist on position ... You just keep slugging 'em, Alfie ... I'm sure that you're a pretty good convincer ...

Collette Beauty Salon still hot on the co-ops promoted by Al several weeks ago ... This week they featured in their large newspaper ad an oversize mat of Joan Walden, star of the current attraction at the Regent, THE COMMAND.

The Mystery Personality on the air waves this week was Walt Disney ... so natch ... Al tied it in with the Disney animator who was due to cover the town a few days later ... I'm sure this bit of added publicity didn't do his forthcoming showing of PINOCCHIO any harm.

Large displays still continue to be used over the lunch counter at the local Metropolitan store, and in the lobby of the Genosha Hotel ... two very important spots.

CAPITOL - WELLAND

A good scene on an off-theatre page in the local Tribune ... on MAN CRAZY. This paper is a real toughie ... nobody, but nobody gets anything for free ... You're making a good start, George, keep at 'em.

Mort Grant, George's assistant managed to promote a good window tie-up with Al Fisher's Men's Wear ... Copy was very catchy, and the display, most attractive.

CENTURY - HAMILTON

Mel had a repeat run on ANDERSEN and really did a job on it ... He tied up the O'Brien News Agency, and arranged for them to banner all their trucks covering Hamilton and district ... The pocket books are handled by a hundred odd distributors, and all had attractive cards on their racks. O'Brien's also sent out special bulletins to all their dealers plugging the film, and naturally the sale of the books ... These books were also displayed and sold on the confection bar at the theatre prior to and during the engagement.

C K O-C came through with a good deal of free air time, plugging the music from the film on several daily programs, with good theatre and attraction mention. Heintzman's supplied Mel with recordings from the film which he played in advance of the run ... Fine window displays were obtained at Heintzman's and Hurst's Music stores ... Full page co-op in the Review as usual ...

CAPITOL - PETERBORO

Most of Len's entry has to do with the Variety benefit promoted by the Peterboro Theatre Managers' Association ... A great bit of industry Public Relations ... which resulted in a sizeable contribution to the very worthy work of Variety ...

I won't take the time to go into details, suffice it to say that the boys left no possible avenue of publicity uncovered. Radio, newspapers, merchants, plants ... even local sporting events were plastered ... Both Len and Art will receive a nominal amount of points for the goodwill created by this gesture on the parts of the lads in our business in Peterboro.

Len's feature this week was SO BIG ... and it rated a good two column scene on an off-theatre page in the Review and the Lakefield News ... A good ad free in both papers, in return for two pairs of Oakleys in connection with a Hidden Names contest.

C H E X again came through with many free plugs for both pic and theatre ... Len had the sidewalks within about a four square block radius of the theatre, plastered with SO BIG stencils ... The lad's still at large, so guess the gendarmes didn't get him.

I know who will, though, if the guy doesn't start to come through with some of the kind of stuff that used to knock off points by the thousands for him ... You're slipping fella ... get back on the team ... and let's see some of that old team work.

ROYAL - GUELPH

As a cute street stunt, Ted had a lad parade the main drag, carrying a suitcase prominently lettered ... "I'm off to Morocco, after seeing SAADIA at the Royal ..."

His I SAW deal ... the original one in this district ... still going strong in the Mercury ... Good scenes on off-theatre pages in the daily on both SAADIA and NAKED JUNGLE.

CAPITOL - NORTH BAY

Looks like another good week's effort from our Northern outpost ... An excellent tie-up with North Bay Confections - 360 lines to be exact - on Robert's twin bill, THE ACTRESS and OUT OF THE PAST. Believe me, about 350 out of the total lineage went to the pics and theatre copy.

Two good scenes on the features on off-theatre pages in the Nugget, plus a good story on the news shds of Marie Dionne entering the convent ...

A lost Daddy story, telling of a Little Boy Lost ... In this case, the lost item being his dad ... at the Saturday matinee, rated boxed mention in the Nugget ... A good three column pic of the winners in the bicycle contest sponsored by N.B. Confections was published by the daily ... and although Bob had nothing to do with the give-away, he gleaned much publicity, since the draw was conducted from his stage.

CAPITOL - NORTH BAY (cont'd)

Bob really went to town on the Pet O' Gold show over C F C H ... the program sponsors made the mistake of letting him loose for an interview, and believe me, he knew exactly what to say about his cooler theatre, bigger screen, better features ... everything on a strictly superlative basis ... The sponsors wound up wondering who was sponsoring whom ... (Does that sound right?)

PARAMOUNT - PETERBORO

As mentioned previously, the Variety Benefit show material described in the Capitol's section was just as much Art's doing ... so, Art is also eligible for the points allotted for the effort ...

Something just a little bit different in the Review ... Art had them print small coloured gummed labels, drawing attention to certain pages for exclusive pictures of Marilyn Monroe in RIVER OF NO RETURN ... These were stuck on the front page of both the Review and Lakefield News ... at no cost to Arthur ... not even the printing ...

As part of the deal, the Review and Lakefield News both came through with six separate scenes ... The Community Page still giving Art a \$10.00 ad for a pair of ducats ... Names in the News contest going strong in the Examiner.

C H E K Kist Good Deed Club still on tap ... with lots of free plugs for the Paramount. The station also featured La Monroe as their star vocalist on a fifteen minute program ... each tune ending with good pic and theatre credits.

The corner of the Paramount lobby was taken over by Tem Travel Agency who put in a very smart Western Canada travel display to tie in with RIVER OF NO RETURN ... The agency devoted their own window to a like display plugging the picture.

A good 40 x 60 in the Empress hotel lobby ... Local Safety Patrol captains distributed 2,000 heralds for Art ... same being provided by Norm Bowler, proprietor of two popular eateries.

That looks like it from Arthur ... and makes, I believe, his seventy first consecutive week of BALLYHOO. Atta boy, fella.

X.X.X.X.X

AMONG THE MISSING

This week, conspicuous by their absence are ... Herb Chappel, Bob Nelson, Jack Ward and Paul Turnbull ... What's the matter guys ... afraid the other guys won't stand a chance if you get in there every week? Don't worry ... I'm sure they're not.

"And don't forget ... only TWO MORE WEEKS to go ... and then the big blow-off luncheon ...

And that's for the winners and the tryers ... Are we gonna see YOUR smiling face there? ... sure hope so. Be seeing you.

D.E.K.